

How to get people to show up live on a webinar

Okay, so your ad for your webinar is up and running.

People are registering for it. Great, but your job is not done.

You need to do everything you can to get these people to show up live. That's where you'll connect with them, give them something of value and make the most sales.

Sending out the replay is fine and I'll teach you how to do this strategically but getting these people to attend your webinar live should be your number one priority right now.

So what you can do?

Glad you asked. You need to create a highly effective email on-boarding sequence for your new registrants.

And just to be clear, this sequence is different from the automated reminders that go out from your webinar platform, whether it is Zoom, Webinarjam or Gotowebinar.

You'll need to create a sequence in advance and set it up in your email service provider (Mailchimp, Convertkit, Ontraport, InfusionSoft, for example (or at least the first two emails should be written and ready to go before the ads are launched).

Here's what your follow up will look like.

On-boarding sequence

Typically, ads will start running 7 days out. Based on this time frame, the sequence will look something like this:

Email 1: Thank them for signing up and why they should attend the webinar. Give them a big benefit of showing up live (send out immediately)

Email 2 : Overcome their objections, address stories they tell themselves that hold them back (schedule 5 days out) + Client testimonial/case study

Email 3: Focus on the future. what results can they expect from attending the webinar (schedule 3 days out) + Sneak peek into the webinar

Email 4: Give them a workbook to fill out on the live webinar (schedule 1 day out)

You don't have to follow this structure exactly but this gives you an idea of what to say in your emails.

Remember, most of the people coming from the ads will be completely new to you (cold traffic). You got their attention and they sign up but now it's your job to remind them why they signed up in the first place and also continue selling them on the importance of showing up live.

Now, you will get the highest conversion (sales/sign ups/calls booked) from the people who show up live but sometimes life truly gets in the way.

Don't discount the people who didn't make it.

You'll do a follow up with them to make sure the people who are truly interested will catch the replay and even take action like make a purchase or book a call.

Here's what this sequence looks like:

Follow-up sequence

Email 1 Remind people to watch replay. Also give them the link to your program or calendar. Send within 24 hours.

Email 2 Tell people that the webinar bonus is going away (if applicable)

Email 3 Share a client's success or a solid testimonial. Remind them to take action.

Email 4 What will happen if they don't take action? This is a loss aversion email.

Email 5 Final reminder

You can tweak all of these emails as you see fit. These are just here to guide you.

Remember, you are spending money to get people to sign up. This is paid traffic. The email sequences are a must if you want to have a profitable webinar.

These sequences are crucial to make your webinar a success so don't be a slacker! :)

Facebook lives on your business page or inside your group can be super helpful when it comes to getting people excited about your upcoming webinar.

Plan 3-4 Facebook lives and on each broadcast talk about one aspect of what you'll be covering on the webinar and always ask people to register and show up live.

Another thing you can do is to **run retargeting ads** to people who have signed up to remind them to show up live before your webinar takes place. You can run retargeting ads to people to catch the replay and also run ads to remind them about your offer.

You do need additional budget to do this effectively and it might not be necessary when running ads for the first time.

Plus, that's my job!

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Writing Happiness